

Postgraduate Certificate Strategic Tips to Improve Competitiveness in Industrial Companies





Postgraduate Certificate Strategic Tips to Improve Competitiveness in Industrial Companies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: engineers and graduates with experience who want to improve and update themselves in all the necessary aspects to be taken into account for an adequate management Competitive Games of an Industrial company

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/strategic-tips-improve-competitiveness-industrial-companies

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01 Welcome

To maintain business leadership in the industrial sector, competitiveness is a key element. Therefore, this TECH educational program focuses on providing students with skills that enable them to improve competitiveness in the business environment through processes and methodologies that enhance efficiency, effectiveness and proper resource management. An intensive study plan that takes place over six weeks and that, being completely online, is compatible with the student's other professional and personal activities.



Postgraduate Certificate in Strategic Tips to Improve Competitiveness in Industrial Companies. TECH Global University



“

Learn how to enhance competitiveness in the business environment and become a key player in the organization by studying this program"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+
executives trained each year

200+
different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

In order to update the knowledge of engineering professionals and help them acquire new skills, TECH has designed this Postgraduate Certificate in Strategic Keys to Improve Competitiveness in Industrial Companies, which is designed to become a complete theoretical support for students when performing their daily practice. A curriculum designed to promote decision-making in uncertain environments with an innovative perspective and an international vision.



“

Achieve all your goals and become a prestigious engineer studying at TECH”

The students' objectives are TECH's too.

Working together to achieve them

The Postgraduate Certificate in Strategic Tips to Improve Competitiveness in Industrial Companies enables students to:

01

Know in detail the importance of excellence and how to measure it

04

Discover, define and manage the fundamental processes of value generation in the company

02

Define the strategy in order to compete

03

Implement and deploy the strategy throughout the organization using the balanced scorecard

05

Analyze the different structural typologies that exist and the new trend of the need to develop agile organizations with a rapid response to the turbulent environment



06

Define the fundamental bases for the development of a new business through important work methodologies

08

Properly manage the relationship with customers



09

In-depth study of the internationalization aspect of the company's operations

07

Implement and develop Sustainability and Social Responsibility in the company

10

Manage change in a more appropriate way and integrate it as a necessity for the company to advance and progress in a highly competitive environment

05

Structure and Content

This Postgraduate Certificate in Strategic Tips to Improve Competitiveness Industrial Companies has a syllabus designed based on the latest developments in the sector, to provide students with the most up-to-date content on the educational market. All this, in addition, in a 100% online format so that the student can choose the time and place that best suits their availability, schedule and interests. A program created with the current needs of professionals in mind and specially designed to catapult them towards career success.



“

You will have at your disposal the most complete and up-to-date compendium of contents on the market"

Syllabus

We are immersed in a constantly changing environment and therefore it is necessary to know in detail the main keys to cope with it and be able to compete. For this reason, in this course we will delve into the keys and strategic issues that every company must know to cope with the turbulence of the environment.

Likewise, important topics such as Excellence, Strategic Management with its deployment with the Balanced Scorecard, Process Management, Structural Organization to give agility, keys to create a Sustainable and Socially Responsible company, some models for the Development of New Businesses, the important topic of Customer Management, some aspects involved in Internationalization and finally how to deal with Change Management will be discussed.

All this, condensed in an intensive program of only six weeks duration that the student can attend wherever and whenever they want (online mode). In this way, the professional will acquire tools, skills that will be highly useful in the exercise of their profession.

To achieve this, companies must use the best tools to reach a competitive and efficient management level in order to be able to adapt at all times to the needs of the market. This Postgraduate Certificate teaches the necessary tools and knowledge to achieve this adaptation and to be able to compete in the best conditions.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

Module 1

Strategic Tips to Improve Competitiveness



Where, when and how is it taught?

TECH offers you the possibility of taking this program completely online. During the 6 months of program, the student will be able to access all the contents of this program at any time, which will allow them to self-manage study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Strategic Tips to Improve Competitiveness

1.1. Excellence in Today's Business

- 1.1.1. Adaptation to VUCA Environments
- 1.1.2. Satisfaction of *Stakeholders*
- 1.1.3. *World Class Manufacturing*
- 1.1.4. Measurement of Excellence: *Net Promoter Score*

1.2. Design of Business Strategy

- 1.2.1. General Strategy Definition Process
- 1.2.2. Definition of the Current Situation Positioning Models
- 1.2.3. Possible Strategic Moves
- 1.2.4. Strategic Models of Action
- 1.2.5. Functional and Organizational Strategies
- 1.2.6. Environmental and Organizational Analysis SWOT Analysis for Decision Making

1.3. Strategy Deployment. Balanced Scorecard

- 1.3.1. Mission, Vision, Values and Principles of Action
- 1.3.2. Need for a Balanced Scorecard
- 1.3.3. Perspectives to Be Used in CMI
- 1.3.4. Strategic Map
- 1.3.5. Phases to Implement a Good CMI
- 1.3.6. General Map of CMI

1.4. Process Management

- 1.4.1. Process Description
- 1.4.2. Types of Processes. Main Processes
- 1.4.3. Process Prioritization
- 1.4.4. Process Representation
- 1.4.5. Measuring Processes for Improvement
- 1.4.6. Business Process Mapping
- 1.4.7. Process Reengineering

1.5. Structural Typologies. Agile Organizations ERR

- 1.5.1. Structural Typologies
- 1.5.2. The Company Seen as an Adaptable System
- 1.5.3. The Horizontal Business
- 1.5.4. Characteristics and Key Factors of Agile Organizations (RRA)
- 1.5.5. The Organizations of the Future: The *TEAL* Organization

1.6. Business Model Design

- 1.6.1. Canvas Model for Business Model Design
- 1.6.2. *Lean Startup* Methodology in the Creation of New Businesses and Products
- 1.6.3. The Blue Ocean Strategy

1.7. Corporate Social Responsibility and Sustainability

- 1.7.1. Corporate Social Responsibility (CSR): ISO 26000
- 1.7.2. Sustainable Development Goals SDGs
- 1.7.3. The 2030 Agenda

1.8. *Customer Management*

- 1.8.1. The Need to Manage Customer Relationships
- 1.8.2. Customer Management Elements
- 1.8.3. Technology and Customer Management CRM

1.9. Management in International Environments

- 1.9.1. The Importance of Internationalization
- 1.9.2. Export Potential Diagnosis
- 1.9.3. Elaboration of the Internationalization Plan
- 1.9.4. Implementation of the Internationalization Plan
- 1.9.5. Export Assistance Tools

1.10. Change management

- 1.10.1. The Dynamics of Change in Companies
- 1.10.2. Obstacles to Change
- 1.10.3. Factors of Adaptation to Change
- 1.10.4. Kotter's Methodology for Change Management



06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



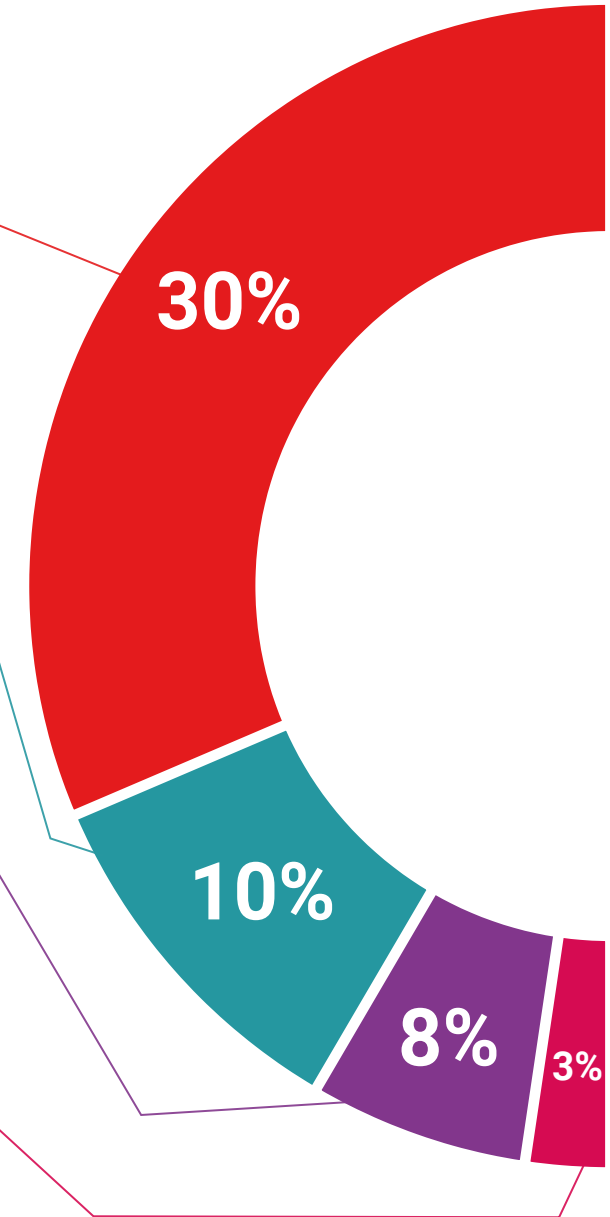
Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

This Postgraduate Certificate is aimed at engineers and graduates with experience who want to deepen their knowledge and get up to date in all the necessary aspects to be taken into account for the competitiveness in industrial companies.

Students with these degrees should have a sufficient knowledge base to study the modules of the program's syllabus with greater guarantees of understanding the content.

Professionals with a university degree in any area and two years of work experience in the field of competitiveness, leadership and integrated project management in industrial companies may also study the Postgraduate Certificate.





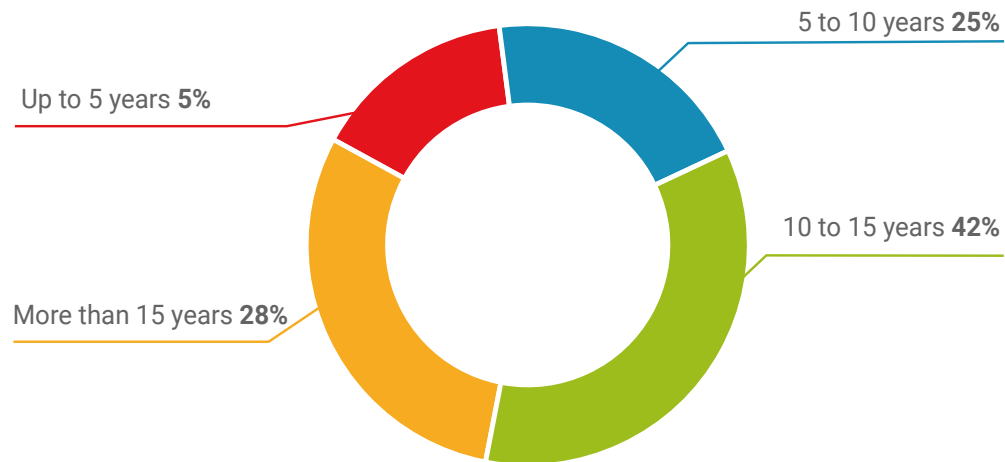
“

TECH offers you the opportunity to update your knowledge in a simple way and adapted to your needs"

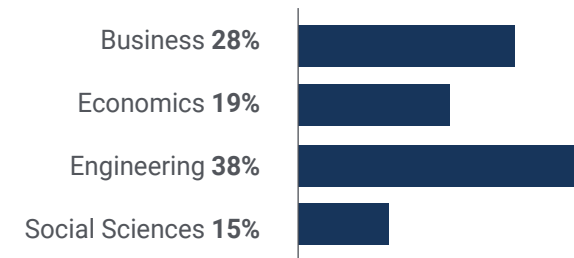
Average Age

Between **35** and **45** years old

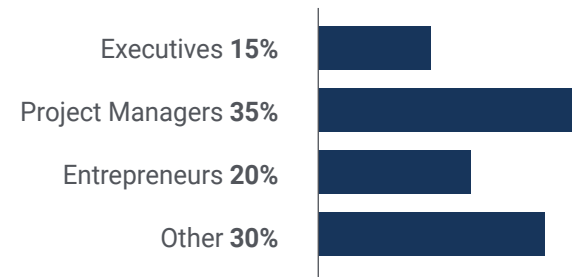
Years of Experience



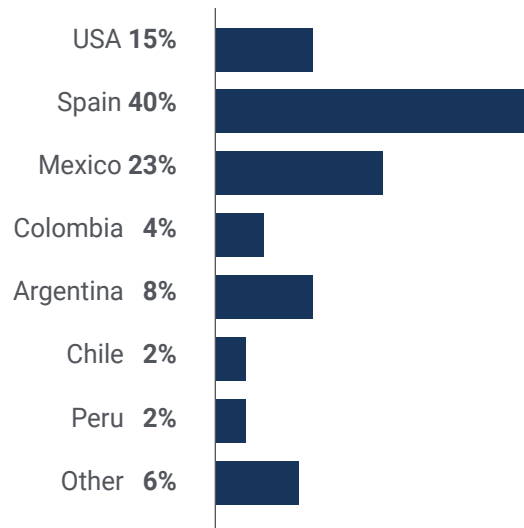
Training



Academic Profile



Geographical Distribution



Adriana Sánchez

Project manager

"From this program I would definitely highlight the good predisposition of the teaching team when it comes to answering questions. This is a bonus for any online program. Thank you, TECH, for offering programs as complete as this one"

08

Course Management

This Postgraduate Certificate has a faculty made up of experts of reference in everything related to project management and competitiveness in industrial companies, who pour into this up-to-date program the experience of their years of work. In addition, other experts of recognized prestige in related areas participate in its design and elaboration, completing the Postgraduate Certificate in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an academic level for the student.





“

*Study with the best and become
a prestigious professional"*

Management



Dr. Asensi, Francisco Andrés

- ♦ PhD in Industrial Engineering in Business Organization from the University of Castilla la Mancha (UCLM)
- ♦ Degree Industrial in Industrial Organization Engineer from the University Polytechnic of Valencia
- ♦ He has worked in several areas, such as Engineering, Quality, Production, Logistics, Information Systems and Human Resources, in companies of several industrial sectors
- ♦ He has implemented and developed a multitude of management systems for excellence (Quality, Scorecard, *Lean Manufacturing*, Continuous Improvement and Process Improvement) in several industrial companies
- ♦ Coach of *Strategic Coaching*
- ♦ Author of various business books: "The Adaptive Enterprise", "*Lean Manufacturing: Key Indicators used to efficiently manage Continuous Improvement*", "*Lean Manufacturing: Keys to Material Flow Improvement*"
- ♦ Author of several books on Personal and Professional Development: "Total Leader", "self-coaching"



09

Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

And for this, we offer you a unique opportunity with this Postgraduate Certificate, thanks to which you will be able to increase your skills and therefore, improve your daily practice and your chances of career advancement.



“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

Are you ready to take the leap? Excellent professional development awaits

The Postgraduate Certificate in Strategic Tips to Improve Competitiveness in Industrial Companies at TECH is an intensive program that prepares students to face challenges and business decisions in the field of *industrial management*. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

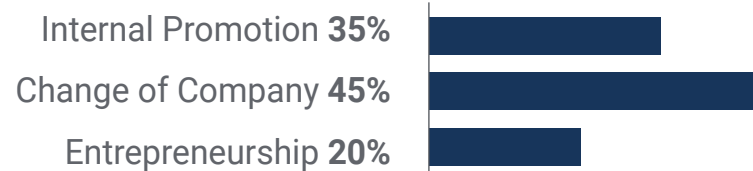
Achieve a positive change in your career, thanks to the opportunity that TECH offers you with this program.

Don't miss the opportunity to specialize with us. You will find the most relevant information on this subject that will allow you to give a boost to your profession.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students



10

Benefits for Your Company

The Postgraduate Certificate in Strategic Tips to Improve Competitiveness Industrial Companies contributes to elevate the organization's talent to its maximum potential by specializing high-level leaders. Thus, participating in this specialization is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

This program will provide you with the keys to bring a new business vision to your company”

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about creative changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Strategic Tips to Improve Competitiveness in Industrial Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This program will allow you to obtain your **Postgraduate Certificate in Strategic Tips to Improve Competitiveness in Industrial Companies** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Strategic Tips to Improve Competitiveness in Industrial Companies**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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